

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2023

BHC-015 : EVENT FINANCING AND ACCOUNTING

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. What is the significance of financial planning in event management ? Describe some common financial challenges that the event manager can face in event management. 20
2. Explain the factors contributing towards event pricing in detail. 20
3. What are the various sources of revenue generation for events ? Explain the stages in sponsorship process. 20
4. Discuss the following : 10+10
 - (i) Classification of budgets
 - (ii) Steps in budget construction

5. What are the functions related to accounting ? Describe the contents of a typical Balance Sheet. 20
6. (a) Explain the different types of book-keeping systems. 10
- (b) What is Trial Balance ? Explain any *two* errors in Trial Balance and give their rectification. 10
7. Define auditing. Describe the event-audit process, post-event. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Any *two* considerations for effective pricing strategy
 - (b) Principles of budgeting
 - (c) Income statement
 - (d) Implications of GST for the event industry
 - (e) Importance of budget for an event
 - (f) Guidelines for taxation of income
 - (g) Sponsorship strategy